



FOR IMMEDIATE RELEASE

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Carson City, NV – March 17, 2014 - The Carson Valley, Carson City and Dayton Chambers of Commerce announced today the formation of a green business program called the Green Business Improvement Group. The Green Business Improvement Group (GBIG) is a cooperative group of community leaders, environmental experts, and business leaders from Carson City, Douglas County, and Lyon County. The group's mission is to recognize businesses for green business practices; to educate business owners on best environmental business practices; and to encourage citizens in the community to support green businesses and to understand why environmental sustainability is important.

To participate, businesses fill in a green business checklist to measure their level of "green" or environmental friendliness and are promoted on the chamber websites as green businesses. Based upon their own self-assessment, qualifying businesses will be awarded a level of environmental performance of bronze, silver, gold or platinum. Over time, businesses will be encouraged to go up the ranks in terms of their sustainability practices.

Bill Chernock, Executive Director for the Carson Valley Chamber of Commerce in Gardnerville said, "Being green is no longer a way to appeal to just a small group of consumers. It is behavior that is expected by boomers and millennials, and Green BIG can be the objective third party that will allow businesses that embrace good environmental practices to stand out from their competitors." You can watch an interview with Chernock on "It's Your City" beginning March 17 at ACctv.org.

Ronni Hannaman, Executive Director for the Carson City Chamber of Commerce said, "Being green is no longer a "fad" and many businesses – large and small - are now embracing the concept of being "green" as their way of doing business while protecting the environment and reducing costs."

Jojo Myers, President of the Dayton Chamber of Commerce said: "There are a variety of reasons to go green, but most come back to supply and demand. We have a limited amount of resources available and more and more people using them up. If we want our future generations to enjoy the same standard of living we've experienced, we need to take action. Greening business is great for (3) reasons: Environment, Savings, and Health."

Interested businesses can begin by filling out the green business checklist at <http://bit.ly/1hzaA8o>. Members of the GBIG Board will review the survey and approved applicants will receive a green business certificate that they can use to promote their companies.

More Information:

The Green Business Improvement Group (GBIG) is a cooperative group of community leaders, environmental experts, and business leaders from Carson City, Douglas County, and Lyon County. For more information and for questions regarding the green business program, contact gbig.info@gmail.com. Information about GBIG and the green business checklist is available on the following websites: www.carsonvalleynv.org and www.NevadaRecycles.nv.gov.